

Internationalizing a Campus: Opening Doors for Collaboration and Creating Better Services for All

Shannon L. Farrell and Jeffrey S. Bullington
University of Minnesota Libraries

Introduction

In 2011, Colorado State University (CSU) partnered with INTO UK, an international student recruitment agency, to increase international student enrollment.

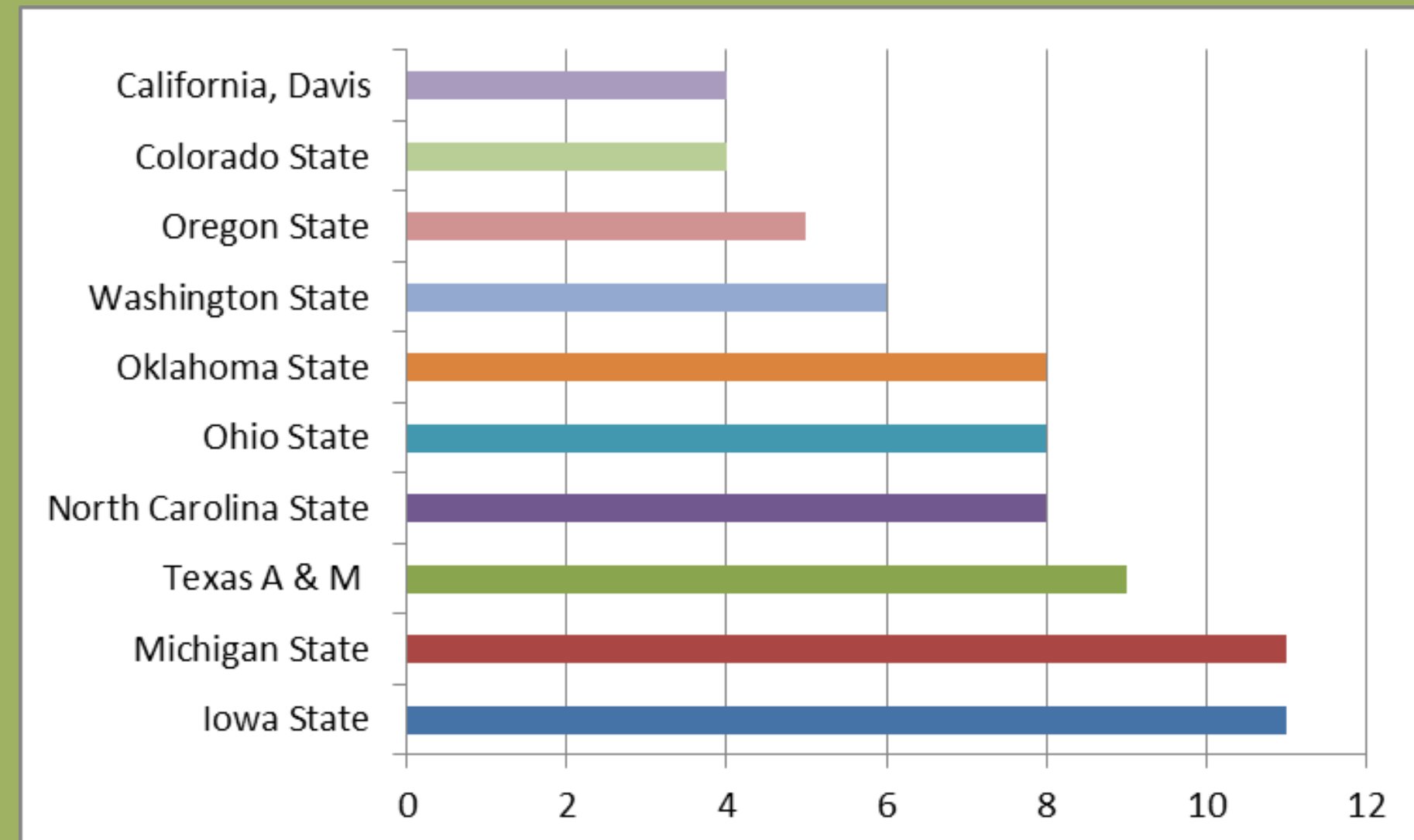


Fig. 1. CSU's international student enrollment as compared to its institutional peers (% of total student population). CSU ranks second to last. CSU Administration. (2012). "CSU-INTO Partnership and Its Impact on the University. Board of Governors Peer Comparison". Available at: <http://tilt.colostate.edu/pdi/archives/Files/2012/312Cooney.pdf>.

Goals of CSU-INTO Partnership

- Provide "global awareness" opportunities for domestic students at CSU to prepare for global work world
- Increase the number of students paying full tuition/fees thereby increasing institutional revenue

Why We Conducted This Study

To determine:

- How the Libraries can be involved in the INTO initiative?
- How the Libraries can be proactive partners?
- How the Libraries can prepare for potential impacts?

Survey

We conducted interviews with:

- INTO staff from US INTO Campuses
- Library staff from Oregon State University (OSU)
- Library staff from University of South Florida (USF)
- CSU faculty and staff from various offices and departments
 - Administration
 - Writing Center
 - Center for Advising and Student Achievement (CASA)
 - Intensive English Program
 - English Department
 - Office of International Programs
 - The Institute for Teaching and Learning (TILT)
 - University Libraries



Each interviewee was asked a set of 10 questions.

Survey Results

At the beginning of the INTO initiative, some units began preparing immediately whereas others were much further behind (e.g. University Libraries). This research project connected the Libraries to other campus units involved in international student services. All units expected to be impacted by the INTO initiative.

Challenges for the Libraries

When student enrollment increases, Libraries do not receive an automatic budget increase.

- Increased traffic in/use of Libraries
- Increased faculty/staff workloads
- Need for more staff hires
- Language and cultural barriers
- Importance of faculty/staff diversity education

Discovered Awareness Gap

Many people on the CSU campus were not aware of how the Libraries served international students. Therefore, many suggestions that we received were for services that we already provided.

Suggestions Given to the Libraries

- Provide basic information research instruction through core lower-level classes
- Participate in orientation and new student programs
- Co-develop, co-market, and co-host workshops with affiliated departments to address student needs

Opportunities for the Libraries

We were able to better articulate what we can offer to campus and established numerous relationships where we could collaborate in the future.



CSU's Morgan Library. Photo credit: Brendan Bombaci via Flickr

Recommendations for Library Services

- Continue proactive outreach
- Modify instruction to address various learning styles and language gaps
- Commit to sustainable service models
- Closely monitor campus activities and priorities to provide effective, relevant services
- Survey international students to determine information needs
- Devote sufficient staffing to work with international students



Photo credit: INTO via intohigher.com

Recommendations for Campus Services

- Create residential learning experiences that help develop English language skills and cultural competencies
- Promote collaboration between units who provide similar services
- Continually develop a climate of cultural awareness/diversity among students, faculty and staff
- Pay particular attention to assisting front-line/service staff
- Focus on good customer service: anticipate needs of non-domestic students

Conclusions

- Libraries serve an entire campus and have impact on every program and every student
- Reaching out to other units pays off: develops allies, creates collaboration, and reduces workload
- Many of the efforts that aid international students would also aid the overall user population
- INTO provides resources that benefit everyone across campus



Photo credit: INTO via intohigher.com

References

Farrell, Shannon L., Cranston, Cathy, and Bullington, Jeffrey S. (2013). *Collaborative Librarianship*. Embracing INTO: Library plans and campus collaboration to serve an increased international student population. 5(2) pp. 101-121.